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The New York Times

Will Gift Lists Click?

New York Times; New York; Nov 18, 1999; [Catherine Greenman](#);

Edition: Late Edition (East Coast)

Start Page: G, 21:2

ISSN: 03624331

Subject Terms: [Gifts](#)

[Registration](#)

[Web site reviews](#)

Abstract:

Gift registries are usually associated with weddings and with the question: "Is the gravy boat still available?" On the Internet, gift registries, including Wish.com (www.wish.com), WishClick.com (www.wishclick.com) and **Wish-List.com** (www.wishlist.com), to name a few, have sprouted in the last year, all with the goal of being the single online destination for gift recipients, gift givers and the online retailers who can satisfy the needs of both. 1

Except for slight variations in selection and processing, the sites work essentially the same way. A shopper registers, chooses a category like clothing, peruses products from a variety of retailers and creates a **wish list**. In most cases, the registry site sends the person to the retailer's site to view the product, then links the shopper back to the registry when a product has been selected for the list. 2

The **wish list** is stored at the site, and the list creator alerts friends and family members. The gift giver can then go to the site, enter the person's name or e-mail address and view the **wish list**. Each time someone buys an item on a list, the registry site receives a 5 percent to 15 percent commission from the retailer. 3

Full Text:

Copyright New York Times Company Nov 18, 1999

THOSE who agonize over what to give far-flung nieces and nephews for the holidays or what to buy the friend who is a compulsive gift-returner can now instruct the would-be recipients to simplify the shopping process by setting up an online gift registry. 4

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Wish.com and NetGift.com (www.netgift.com), two sites focusing on strong retail partnerships, have agreements with more than 300 retailers. "Instead of trying to drive people to our site, we're driving them to other well-known sites," said Randall Greg, a spokesman for NetGift, whose goal, he added, is to register two million users by year end. 3

Other sites, like IveBeenGood.com (www.ivebeengood.com) and eWish.com (www.ewish.com), list retail partners but also encourage shoppers to wish for products anywhere on the Internet. 4

Della.com, the expansion of the Della & James online bridal registry into an all-occasion gift site, is taking a slightly different approach. In addition to partnering with name retailers like The Gap and Neiman-Marcus, Della showcases products from many stores and processes the purchase transactions at the Della site (www.della.com), instead of having the consumer go to the retailer. 5

Many retailers, including Amazon (www.amazon.com), CDNow (www.cdnw.com) and eToys (www.etoys.com), have their own registries, which gift buyers can view by typing in the recipient's name or e-mail address. Buyers from the eToys registry can get a 10 percent discount for the holidays. 6

Although a list of must-have toys might be fun for children, it remains to be seen whether adults will warm to the idea. Even consumers accustomed to shopping online are squeamish about **wish lists**. "I'm not one of those people who feel comfortable asking someone for a gift," said Lyle Rutschman, a toy collector in Wichita, Kan., who regularly buys Star Wars figurines online. "It just feels a little like begging." Mr. Rutschman instead uses **wish lists** at eToys and Toytime.com (www.toytime.com) as a way of reminding himself of what he plans to buy. 7

"Outside of weddings, it's going to be difficult to make it fly for adults," said Ken Cassar, a digital commerce analyst at Jupiter Communications. "There's no gratification for the buyer, who is essentially an order fulfiller." 8

Of course, registries can just about obliterate any sense of surprise. Because many registries notify the list maker once a product has been bought, a child with access to a registry can perform the electronic equivalent of peeking through the wrapping paper. To avoid this, parents should set up the **wish lists** and have any e-mail notifications about gift purchases sent directly to them. 9

Families that are already accustomed to list-making are most likely to benefit the most. "Our family writes up **wish lists** on paper every year anyway," said Kathy Truesdell, of Austin, Tex., who plans to register at eWish.com this year. "It's always very painstaking work, so this seems like it might make it easier." 10

Wendy Mincer, of Dallas, also plans to use an online registry this year, and to tell her family about it. "Swinging steaks may be a delicacy where my brother's from, but I don't want any more," she said, referring to a regional dish also known as Rocky Mountain oysters -- deep-fried calf, lamb or buffalo testicles. "This is a way of giving him other ideas." 11

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Bookmarks Location: http://web.archive.org/web/*http://www.della.com

INTERNET ARCHIVE
WaybackMachine

Enter Web Address: All [Add Search Compare Archive Pages](#)

Searched for <http://www.della.com> 47 Results

Note some duplicates are not shown. [See all](#).
* denotes when site was updated.

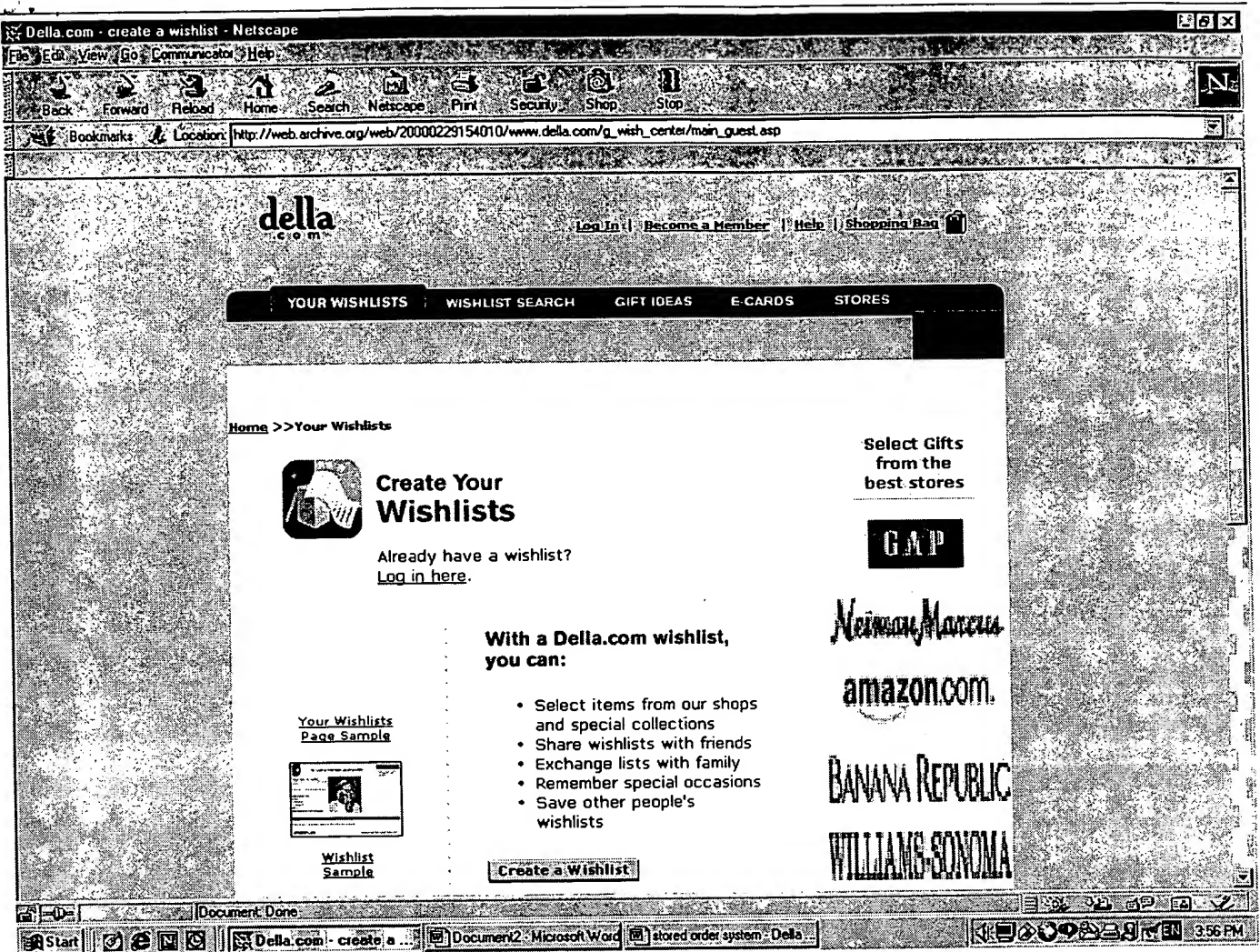
Search Results for Jan 01, 1996 - Dec 18, 2002

1996	1997	1998	1999	2000	2001	2002
0 pages	0 pages	0 pages	4 pages	19 pages	7 pages	0 pages
		Apr 29, 1999 * May 08, 1999 Oct 06, 1999 * Oct 13, 1999	Feb 29, 2000 * Mar 01, 2000 * Mar 02, 2000 Mar 03, 2000 Mar 04, 2000 * May 10, 2000 May 11, 2000 May 12, 2000 May 20, 2000 Jun 19, 2000 Jun 20, 2000 Jun 21, 2000 Jul 11, 2000 Aug 15, 2000 Aug 16, 2000 Oct 18, 2000 * Oct 19, 2000 Nov 09, 2000 * Nov 21, 2000	Apr 07, 2001 Apr 18, 2001 May 31, 2001 Jul 07, 2001 Jul 11, 2001 Jul 22, 2001 Sep 22, 2001		

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Della.com - sample wish center - Netscape

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Bookmarks Location: http://web.archive.org/web/20000312211514/www.della.com/g_wish_center/sample_wish_center.asp

Wishlist for Nicole Jones

Occasion Reminders

11/29 - [Leuren's Birthday](#)
 4/15 - [Mom & Dad's Anniversary](#)
 11/21 - [Mike's House Warming](#)
[Add a Reminder](#)
[View All Reminders](#)

Tell Someone About Your Wishlist

Send an e-card to your friends or family with your wishlist attached.
[Send a Wishlist](#)

Combine Your Wishlists

Combine wishlists you have created at Ashford, Eve, Fogdog and/or MoMA Online Store with your Della.com Wishlists.
[Combine Wishlists](#)

Della's Picks

hand-selected gifts

[For Her](#)
[For Him](#)
[For Baby](#)
[For Child](#)

Your Wishlists

Nicole's Wishlist (default) [view](#) [add items](#)
 21st Birthday Wishlist [view](#) [add items](#)
 My Graduation Wishlist [view](#) [add items](#)
[Create a New Wishlist](#)

Your Gift Exchanges

The Jones' Holiday Gift Exchange [view](#) [edit](#) [delete](#)
 Graduation Celebration [view](#) [edit](#) [delete](#)
[Create a New Gift Exchange](#)

Your Bookmarked Wishlists

Derek Thomas: Derek's Wishlist [view](#) [delete](#)
 Jillian Jones: Jillian's Birthday [view](#) [delete](#)

Your Gift Profile

Tell your guests about you, like your clothing sizes, favorite colors, and hobbies.
[Edit Gift Profile](#)

Document: Done

Start Della.com - sample wi... Document2 - Microsoft Word

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